



EAST-WEST COMMUNICATION INSTITUTE

Information, Education, Communication in population

IEC NEWSLETTER

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Honolulu, Hawaii U.S.A.

Midwives Carry Information, Supplies to Rural Malaysia

An important problem facing the Malaysian family planning program has been how the program can be expanded rapidly and effectively to the rural areas. The first step was to integrate family planning into the existing rural health services, particularly in maternal and child health, of the Ministry of Health. The second step, with which this article deals, is the project of utilizing traditional birth attendants for family planning services in rural areas where rural health facilities are scarce.

Traditional birth attendants (*kampung bidans*) are influential individuals in the rural communities of Malaysia since about 40 percent of the total deliveries in Malaysia are still attended by these *bidans*. Since January 1972 a project has been underway utilizing *kampung bidans* for family planning services in rural areas. This project is sponsored by the National Family Planning Board, the Ministry of Health of the Government of Malaysia, as well as the University of Michigan Department of Population Planning, and is sup-

ported by USAID (United States Agency for International Development).

The main functions of the *bidans* are the recruitment of new acceptors, the remotivation of program drop-outs, and the resupplying of pills. These functions are carried out with the help of a coupon system. Since the Malaysian family planning program is basically a pill program—with about 93 percent of the acceptors using pills—the functions requested of the *bidans* are based on the use of the pill. Six operational steps have been designed in a simple fashion so that the *bidans* can easily understand the system. These six steps are:

1. The *bidan* gives the acceptor a yellow initial acceptance coupon during her motivational talk, which usually takes place at the client's home. The *bidans* are particularly encouraged to contact and motivate antenatal and post-natal women. In her motivational talk, the *bidan* first tries to discover the woman's attitude toward family planning. She mentions that spacing of pregnancies is bene-

ficial to the mother's and children's health, and suggests that family planning improves the socio-economic well-being of the family.

2. The acceptor goes to the appointed health center and gives her yellow coupon to the nurse, who registers her and gives her a one-month's cycle of pills and six green resupply coupons (provided that the nurse's examination reveals that the woman can safely take the pill).

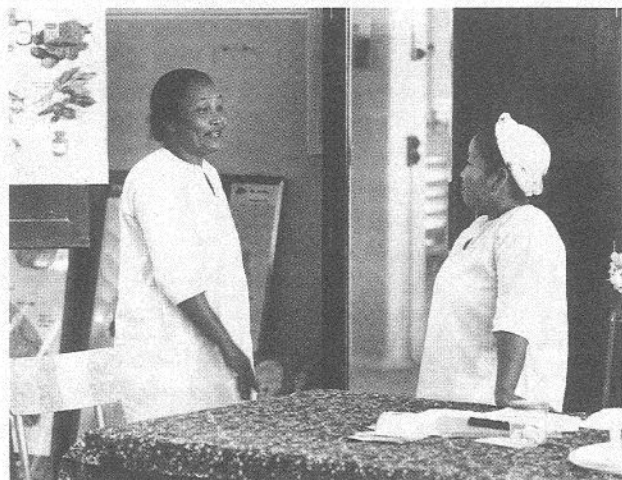
3. The acceptor then exchanges these green coupons for pills from the *bidan* each month.

4. When, at the end of six months, the acceptor has no more green resupply coupons left, she returns to the health center where she receives a six-months' check-up.

5. If the acceptor does not return for her resupply of pills, the *bidan* will contact her and try to remotivate her.

6. The nurse occasionally visits the *bidan* at her home; and once a month the *bidan* goes to the health center for

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The training of traditional midwives in motivational techniques involves extensive use of role playing.



Practice in the use of coupons is gained during the training course for traditional midwives.

PRB Issues Two New "Sister" Publications Designed for Use by Newspapers

Frequently, inaccurate or distorted information on population appears in the press because journalists have insufficient access to appropriate information sources, or lack the time to review studies on population problems. In response to this situation, Population Reference Bureau (PRB) has developed two monthly publications.

Prepared in a newspaper format and style, PRB's new publications present illustrated feature articles and news "fillers" about population issues around the world. The articles are set in standard newspaper type and are printed on glossy paper on one side of the page only. This procedure enables small and medium-size provincial newspaper editors who use the offset method of reproduction to cut out the articles and run them as one of their own features.

The two parallel publications are: 1) *El Demográfico*, written in Spanish and aimed at Latin American countries; and 2) *The Demographic Express*, written in English and to be distributed eventually to over 2,000 press and broadcast outlets throughout Asia by the Press Foundation of Asia, and to newspapers and radio stations in the English Caribbean and Africa. A Portuguese version is planned for 1974.

Both publications carry some of the same articles on world problems—as well as special features relating to their particular area of distribution. They will both provide constant coverage of activities relating to WPY (World Population Year), and will feature the WPY symbol in their logos as part of PRB's efforts to promote this event among the media.

The pilot issue of *El Demográfico* was produced in Bogota, Colombia in May 1973. It is written and produced by professional newspapermen in Bogota (Apartado Aéreo 26185, Bogota, Colombia). Javier Ayala, economic editor of the Colombian newspaper *El Tiempo*, serves as Editor of *El Demográfico*, and the Production Manager is Gabriel Ortiz, former Managing Editor of the Colombian newspaper *El Periodico*. Mr. Ayala and Mr. Ortiz are also executives of ALACODE (see *IEC Newsletter* No. 15) and are thus able to promote *El Demográfico* among the Latin American journalists affiliated with ALACODE.

The *Demographic Express*, of which the first issue has recently been published, is written by a professional journalist and produced by

the PRB Head Office, 1755 Massachusetts Ave., N.W., Washington, D.C. 20036 U.S.A.

PRB's philosophy underlying these publications is: "The development of population awareness and the acceptance of family planning may involve radical changes in deeply rooted attitudes, which are often based on inaccurate or outdated information. The source for information on most current controversial issues is the mass communications media. The press distills the essence of these issues and transmits its interpretation of them to the general public. In order for the press to fulfill its vital role as an agent of social change, it must be provided with reliable, objective information about the various aspects of social and economic development, including the complex dimensions of population dynamics, so that it in turn can educate the public."

The Medium Determines the Message

This "Our Cause" message appears on a masonite or wooden exhibit sign which measures 6 feet by 4 feet and is painted in psychedelic colors. It is displayed in various department stores in Albuquerque, New Mexico, U.S.A. When used, the sign is accompanied by blinking colored lights and hanging mirror disks. The Bernadino County Planned Parenthood Association (113 Montclair Dr. S. E., Albuquerque, New Mexico 87108 U.S.A.) which developed the sign, has purposely put its name in small print so that people will come close to the large sign and ask questions of the exhibit's volunteer staff.

The "Our Cause" message is similar to the one developed by Richard K. Manoff, Inc., advertising agency, for use in Planned Parenthood's nation-wide campaign. It reads "One thing about the population problem—you don't have to get out of bed to fight it." The Advertising Council, which appointed the agency, rejected the message and restricted word use to phrases such as "planned parent-

Malaysian Midwives . . .

(Continued from page 1)

her payment and resupply of coupons and pills.

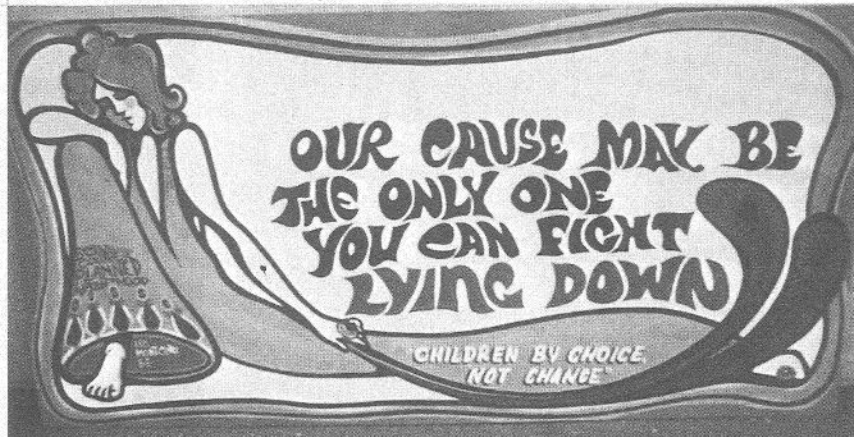
Payment to the *bidans* is M\$30 (currently about US\$15) a month. A special bonus payment is given to a *bidan* if a six-months' assessment reveals that the quantity and quality of her performance is above average.

The training program designed for the project includes a half-day training of trainers (nursing and midwife staff of the local health authorities and NFPB clinics) followed by a two-day training of *bidans*. *Bidans* are assigned during the course to their nurse supervisors and their clinics. A careful supervisory system is set up to make them feel that they are "cared for" by their supervisor. The method of training is a simple, concise lecture followed by questions for *bidans* to answer. Frequent role-playing during the training further reinforces the *bidans'* comprehension of their duties. The training concentrates on practical exercises of handling the coupons and motivating acceptors.

It is hoped that this venture will meet with such success that it may be applied on a national scale and perhaps also be adopted by other Southeast Asian countries.

For more information, write to either: Dr. Shamsuddin Bin Abdul Rahman/Dr. M. Subbiah, Lembaga Perancang Keluarga Negara, Peti Surat 416, Kuala Lumpur, Malaysia; or to Dr. J. Y. Peng/Ms. Shelley Ross-Larson, Department of Population Planning, School of Public Health, University of Michigan, Ann Arbor, Michigan 48104 U.S.A.

hood." The reason that the Albuquerque affiliate could use its message while the nation-wide campaign could not is because sensitivities and restrictions vary depending upon the media being used.



Late Bulletin

ARPEA Is Formed

Sixty-five delegates from 11 countries meeting in the First International Conference on Population Education in the Asian Region in Tagaytay City, Philippines, January 14 to 21 founded the Asian Regional Population Education Association (ARPEA). The Association is a voluntary group of professionals actively concerned with population education programs in Asia.

Dr. Ali Shariatmadari, Dean of the College of Education, University of Esfahan, Esfahan, Iran, was elected ARPEA Chairman. Dr. Alfredo T. Morales, Director of the National Research and Development Center for Teacher Education, Department of Education, Philippines, was elected Secretary.

The Association's activities are guided by a ten-member Executive Committee. Over the year 1974, ARPEA will develop and confirm a constitution, will issue an informal newsletter, and will serve as a communication link between population educators both within and outside the region. The Conference itself was co-sponsored by the Population Education Program, Department of Education and Culture, Philippines (See *IEC Newsletter* No. 15) and the East-West Communication Institute. A detailed article about ARPEA will appear in the next *IEC Newsletter*.

Free Copies of CULTURAL SOURCE MATERIALS

A limited number of sets of CULTURAL SOURCE MATERIALS FOR POPULATION PLANNING IN EAST AFRICA are being made available by the Ford Foundation for free distribution. CULTURAL SOURCE MATERIALS consists of four separate volumes: Volume 1, *Review of Socio-Cultural Research 1952-72*; Volume 2, *Innovations and Communication*; Volume 3, *Beliefs and Practices*; and Volume 4, *Bibliography*. CULTURAL SOURCE MATERIALS was compiled by Dr. Angela Molnos during her affiliation with the University of Nairobi's Institute of African Studies from 1971 to 1973.

CULTURAL SOURCE MATERIALS, which was described in more detail in issue No. 12 of this Newsletter, is primarily intended to be a practical aid for East African policy makers, administrators, educators, research workers, and communicators who are tackling population problems in that region. However, many of the ideas and insights and methodology found in these four volumes can be applied elsewhere by workers in family planning—especially in the area of communication.

Requests for CULTURAL SOURCE MATERIALS should be directed to Dr. Angela Molnos, Head, Social Science Department, International Planned Parenthood Federation, 18-20 Lower Regent Street, London SW1Y 4PW, England. The books are available in three different combinations: 1) All four volumes listed above; 2) Volumes 1 through 3; and 3) Volume 4 only. Please indicate which combination is desired. Requests should also be accompanied by a brief statement indicating the way in which the materials are expected to be useful in the requestor's work.

IEC Events

The following list has been compiled from information reaching the EWCI. Only those events primarily devoted to population information, education, and communication are included. The purpose of the list is to promote exchange of information; therefore, dates of events already

held may be included. Inquiries concerning attendance at any of these events or availability of papers should be directed to the address listed under the section "Source of Information." No responsibility is accepted for changes in dates, location, or subject matter.

Event	Date	Location	Source of Information
Applied Communications Workshop	February 10-14, 1974	Airlie, Virginia, USA	Inter-American Dialogue Center Airlie, Virginia 22186 USA
UN/IPPF Workshop for Information Officers in "Population Problems as related to Social and Economic Development in Africa"	March 1974	Dakar, Senegal	International Planned Parenthood Federation 18-20 Lower Regent Street London SW1Y 4PW, England
Applied Communications Workshop	March 13-17, 1974	Airlie, Virginia, USA	Inter-American Dialogue Center Airlie, Virginia 22186 USA
Applied Communications Workshop	March 17-21, 1974	Airlie, Virginia, USA	Inter-American Dialogue Center Airlie, Virginia 22186 USA
Applied Communications Workshop	April 7-11, 1974	Airlie, Virginia, USA	Inter-American Dialogue Center Airlie, Virginia 22186 USA
IGCC/ECAFE: Workshop on Information, Education and Communication in Family Planning	June 10-15, 1974	Manila, Philippines	Population Division Economic Commission for Asia and the Far East Sala Santitham Bangkok, Thailand

Conference Highlights Need for Research Utilization Practitioner

Participants in the East-West Communication Institute's second annual international conference agreed upon the need for greater attention to linking research with users of research results but concluded that it involves a relationship necessitating equal activity at both ends of the process. The conference theme was "Making Family and Population Planning Research Useful: The Communicator's Contribution."

The fifty participants and observers at the December 3 to 7 conference included senior level administrators, practitioners and scholars from Asian family planning programs, senior level researchers from the United States and Asia, representatives of international assistance agencies interested in and contributing to research utilization, and staff from population activities of the Communication and Population Institutes of the East-West Center and the School of Public Health of the University of Hawaii. (For a listing of participants and observers, see page 5.)

Research Results

Speakers variously identified those persons who should assist the process of getting research results put into action as "research utilization practitioners," or as "middlemen," "linkers," "processors," or "transducers"—the latter being defined as a device activated by the power of one system to power still another system. But after several days' discussion, the consensus was that the linking role is neither an individual nor isolated one, but rather a chain of events—applied to a full range of users—for targeted messages—of selected research results—to many different audiences.

Dr. Ronald G. Havelock reviewed several years of data gathering at the University of Michigan and concluded that perhaps only three or four people in the world are committed full-time to the study of the process of research utilization, and thus very little research of this type is available.

The conference considered the two fields which probably represent the greatest range of development of linking mechanisms: agriculture and marketing. Dr. Bryant E. Kearl described the agricultural extension model as one where a local agent, who is mission-oriented rather than goal-oriented, selectively conveys findings from university based re-

search to users. He is broadly informed and has available the services of specialists in fields outside his expertise. As a communicator, he has the great advantage of being a part of the local audience which he serves. The extension specialist receives suggestions from the local representative and "feeds" them to the researcher, while at the same time interpreting the researcher's results through the local representative to users.

Dr. Gerald Zaltman described marketing as an area of activity with the shortest linkage mechanism between research and the world of practice. In line with the ultimate findings of the conference, he explained that marketing is a very applied, action-oriented area where researchers and practitioners are closely linked, often on a face-to-face basis.

Research Use

Dr. Wilbur Schramm identified those reasons why research does not get properly utilized: 1) there is too much information to absorb, even by specialists; 2) it is difficult to apply social science research; and 3) there is an inefficient exchange system. He stressed the need for special training for those people primarily involved in the linking function and dissemination of the methods of using research, as well as the results themselves.

The conference singled out three separate but related groups in terms of their roles in enhancing research useability and actual application: 1) researchers, 2) users, and 3) research utilization practitioners (linkers, middlemen, etc.). Dr. Haryono Suyono, a researcher serving as a Deputy Administrator in Indonesia's Family Planning Coordinating Board stated that very little information from research is useable by program administrators because of the form in which it is reported. He called for two versions of research reports: one for academic readership and one in simple language with explicit recommendations for program administrators.

It was generally agreed that researchers and the organizations they represent must give more thought as to how and whether results will be used. The International Committee on Application of Research in Population (ICARP) is an example of an organization attempting to affect the nature of research before it is funded.

Dr. George Beal suggested that donor agencies make grants to researchers rather than to organizations and build in the requirement that, in addition to the usual research reports and recommendations, the grantee "package" his results into materials for direct use in training, policy discussions, units of course content, and simple materials for field operatives. A balanced design for research was seen as research-development-application (RDA). For example, the current series of case studies being produced by the East-West Communication Institute and by cooperating researchers in Asia require that each report include materials readily useable in training programs.

A full day of discussions focused on specific mechanisms for making research results useable, ranging from an international computerized data bank where each country might get abstracts in its own language to a set of slides with synchronized tape cassette narration. Use of films and other audio-visual methods were seen as enhancing the human relationship necessary in order to insure application of results. While the ethics of using presentation as a vehicle for interpreting research results was raised, there was greater concern that media must be used to carry social meaning and values.

Research Form

The complex task of transmitting scientific information to those who need it in the form in which they can use it was a major concern at the conference. A plethora of clearinghouses developing in many organizations illustrates the concern over distributing and exchanging information; and, while information overload is a problem in many areas, it was pointed out that some population administrators are receiving almost no research based information at all. It was agreed that action should be taken to identify the points of entry into each country's information system, to find out who the key access people are, and to provide training to make them more professional in using the information system. If the entry points are "in" only, then parallel "out" points must be developed.

Lengthy lists of recommendations grew out of the final day's group discussion of conference implications for researchers, users, and research practitioners. These have been submitted to participants for ordering into priorities.

Major recommendations for the researchers group suggest greater in-

teraction between administrators, operational officers and researchers; distribution of case studies summarizing how research results have been successfully used to modify programs; development of a recognition system for researchers who participate in utilization. In addition, more female and young researchers should be recruited into responsible positions.

The research utilization practitioner group endorsed the development and strengthening of documentation-information centers at the national, regional, and particularly at country level, emphasizing the role of such facilities in processing information into forms readily useable by program managers. They stressed the need for networks of information processing centers which would exploit resources of international agencies and organizations but would at the same time insure rapid and efficient movement of information within countries. They were particularly concerned that educational and training institutions within countries should be the first to benefit from research done in the country.

Similar recommendations emanated from the research users group which felt that responsibility for collecting, consolidating, storing, processing, and disseminating existing knowledge should be taken by national institutions. They should maintain a continuous link with other national agencies producing and using research. The group recommended a manager for program-oriented research who would coordinate with the administrator and heads of program elements to insure that needed research is conducted and that results are known and used. He would help diagnose program problems, identify research needs, incorporate existing information into projects, communicate implications of research findings to administrators, and feed problems and results of applications back to researchers.

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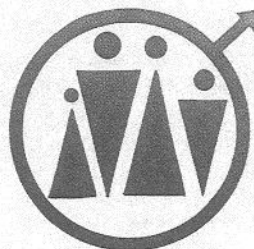
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FAMILY PLANNING FOR MEN

The inside front cover of this booklet reads: "This booklet has been written for men. It deals with sex and family plan-

ning from a man's outlook. It gives information about men's bodies. It also gives facts men need to know. This booklet is not intended to cover everything. It is an introduction to family planning for men. If you have any more questions after reading this, please go to your family planning doctor and ask him. Men are always welcome at family planning clinics."

Family Planning for Men was developed by a health educator and a pre-medical student, but uses non-medical and down-to-earth terminology and illustrations. It is used regularly in the Emory University Hospital-based program; copies are placed on large free-standing display cases in hospital waiting areas, as well as in the family planning clinic itself. In addition, more than 25,000 copies have been bought for use by other family planning programs, and the demand for copies is still increasing. Prices vary according to the quantity ordered, but single copies are U.S.\$0.20. Orders and inquiries should be directed to: Felicia Guest, Emory University Family Planning Program, 69 Butler Street, S.E., Atlanta, Georgia 30303 U.S.A.

Research Points Out Need to Reach National Elites in IEC Programs

A new study entitled *Elite Perceptions of Population Problems and Potential Solutions: Research to Guide An Elite Oriented Population Education Program in Kenya* has recently been completed by EWCI staff member Dr. David Radel. The paper examines both the process by which elites define population growth to be a social problem and the correlates of support for various solutions to the problem, especially family planning.

The major rationale for the study was the need for factual information on this key audience by the local organization responsible for developing a communication strategy in support of Kenya's family planning program. The study consists of three major elements: 1) a case study of the emerging support for a population policy in Kenya since 1952; 2) an analysis of the results of interviews conducted with members of the Kenyan elite in 1971; and 3) a content analysis of statements by the elite in the local press since 1967. Data from each source were organized around two concepts: 1) definition of rapid population growth as a problem and 2) support for family planning as a solution.

The case study revealed that, although the government had defined population growth as an economic problem, the demographic-economic rationales for an anti-natalistic policy were not widely understood and that lack of support for the new National Family Planning Programme was due

largely to misunderstanding and lack of information on the part of the elite.

However, support for family planning was widespread among the elite. Analysis showed that the degree of knowledgeability about the country's population is not correlated with the level of supportiveness for a strong program.

The content analysis revealed that statements defining population growth have become increasingly sophisticated over time. Consistently, public statements by the elite have more often defined the problem rather than supported the solution, and the gap between the two types of statements has continued to grow.

The findings were examined for implications for further research and for guidelines for an "elite population education" program in Kenya, the latter being placed in a comparative framework through a review of parallel programs elsewhere. It is urged that research be conducted both on the acceptability to policy makers and on their perception of the acceptability to their constituents of various "beyond family planning" measures.

The EWCI is making available a limited number of copies of this research paper. In particular, those people working on IEC programs or research directly related to national elites may write for copies on a "first come, first served" basis. Inquiries should be addressed to Dr. David Radel, in care of the Communication Institute.

New Book Gives Concrete Ways Communication Can Promote Family Planning

In *COMMUNICATION STRATEGIES FOR FAMILY PLANNING*, author Everett M. Rogers points out that family planning programs usually reach a plateau as soon as they have served the 5 to 20 percent of the population that is already receptive to birth control. Thus program planners must change their strategy. The problem is no longer to promote public awareness or to supply adequate services, but to create a bigger demand for contraceptive methods.

Professor Rogers provides the following observations for the design of a communication program which will win over the non-acceptors:

- Modern mass media should not be too heavily depended upon. Newspapers, radio, and TV may not reach the intended audience or may not have as high a credibility as traditional media like balladeers, village theaters, and homemade posters.

- Mass Media (both modern and traditional) are good for conveying information, but relatively ineffective for persuading people to change their behavior, especially in a sensitive, taboo-ridden area like birth control. Word of mouth from a trusted source is the most effective way to change people's minds.

- Persuasion should not be limited to the individual's adoption of birth control itself. Population planners should promote public support for small families, late marriage, tax and other economic sanctions against large families, financial support for the elderly (so they won't regard a large family as an "old age policy"), and child health measures (so couples won't feel they have to have many children to insure the survival of a few).

- Adoption of birth control is more likely if both the advantages and disadvantages are presented.

- Incentives, either cash or merchandise, are an effective means of influencing people to adopt birth control.

- Family planning terms should be translated with extreme care to insure that they are correctly understood.

This 451-page book contains ten chapters organized around a framework of 78 generalizations or propositions that synthesize what is now known or hypothesized about the nature of family planning communication. This framework is utilized to suggest communication strategies. According to Rogers, "If these statements make more sense out of the fertile disorder of theories, research results, and experiences with family planning communication, then our objective has been met."

Essentially, the audience for the book *COMMUNICATION STRATEGIES FOR FAMILY PLANNING* is anyone who is seeking a better understanding of communication strategy as related to family planning. This book may be obtained from The Free Press, A Division of Macmillan Publishing Co., Inc., 866 Third Avenue, New York, New York 10022 U.S.A., at US\$12.95.



"She Had So Many Children She Didn't Know What To Do"

Nursery rhymes are part of children's games and growing up almost everywhere in the world. Although the exact origin of most rhymes is not known, many of them are more than just entertainment for children; they also carry a meaning for adults. For example:

"There was an old woman who lived in a shoe.
She had so many children she didn't know what to do.
She gave them some broth, without any bread,
She spanked them all soundly, and sent them to bed."

In most children's story books, this rhyme is illustrated by a distraught mother whose children are tumbling, fighting, and falling out of a big old shoe.

In relating this theme to family planning, Hawaii Planned Parenthood, Inc. (200 N. Vineyard Blvd., Suite 501, Honolulu, 96817 U.S.A.) uses a large red wooden shoe as a transportable information center from which to distribute leaflets and provide information on family planning. Materials and labor for the "shoe" were donated by three local businesses. Pamphlets and information are free, and hundreds of questions are answered by volunteers when the shoe is "set up" for special events, festivals, and ethnic celebrations, such as the Filipino Festival. Based upon initial inquiries by several family planning aides of different national backgrounds living in Hawaii's multi-ethnic community, it was learned that most groups were familiar with the "Old Woman and the Shoe" nursery rhyme and could relate to this communication approach. In fact, at any one event, hundreds of people are attracted to the shoe.

Crossword Puzzle To Teach Pop Ed

A crossword puzzle has recently been developed in the shape of a circle, symbolizing the world. The over 100 questions are based on population and environmental issues.

The puzzle is designed for use in high school or college classes. In almost every educational setting, evaluation of course work is required. However, "testing" in the traditional sense of multiple-choice or essay examinations, can be boring and lack challenge for both students and teachers. Thus this puzzle is designed to be used as an alternative to the traditional "testing" to evaluate the students' familiarity with the vocabulary and concepts of population studies. The basic idea of the puzzle could also be adapted by teachers for use in specialized courses in population.

The puzzle was developed by Caroline Saltonstall while she was serving as a Population Intern with the Ministry of Health in Tehran, Iran. Printed copies of the complete puzzle set will be sent to readers of the *IEC Newsletter* free-of-charge, upon request.

Colombo Jaycees Initiate Family Planning Project Designed for Workers

The current Five Year Plan of the Sri Lanka Government recognizes the population explosion as one of the vital problems of its nation. It further states "the importance of family planning work cannot be over emphasized, but what has been done so far is insignificant in relation to the magnitude of the problems." It is in this background that the Colombo Jaycees* initiated their Family Planning Project in association with the Family Planning Association of Sri Lanka and with the cooperation of the Employers' Federation of Sri Lanka and the Trade Unions.

The Project focuses its attention on the population problem through mass communication and education, concentrating on urban workers in nearly 100 industrial and commercial firms in the city of Colombo. In order to achieve their objectives, the Jaycees have undertaken the following activities:

1. To create public awareness of the population problem, three special family planning posters have been prominently displayed at workplaces around the city, and two specially designed brochures have been distributed to workers, explaining the need for and methods of family planning. Slides have also been screened at leading cinemas in the city to promote population control.

2. The Colombo Jaycees, in collaboration with the Family Planning Association of Sri Lanka, have implemented intensive motivational programs in workplaces in Colombo by means of lectures, films, and slide shows.

3. With the assistance of the Family Planning Association of Sri Lanka, family planning clinics are being held at workplaces in Colombo, where free consultation, advice and treatment are provided to workers. The response to these clinics is positive and encouraging, resulting so far in over 90 vasectomies and sterilizations.

4. Sales outlets are also being established at workplaces with the assistance of Messrs. J. L. Morrison, Son and Jones Limited, leading distributors of pharmaceuticals in the country. Family planning supplies are available to workers at discount rates at these sales outlets, and the high demand reflects the success of the family planning program.

5. Finally, a two-day Personnel Management Seminar was organized, with the assistance of Ceylonese, Indian, and Japanese medical specialists, for the purposes of popularizing family planning at workplaces and of making it part of their normal welfare facilities.

*The Jaycees is an organization of young people between the ages of 18 and 40 which provides members with opportunity for leadership development. One of the means of achieving this aim is through service to the community.

In response to their Government's Five Year Plan, the Sri Lanka Jaycees have declared Family Planning as their National Category I Programme for 1973. In turn, the Colombo Jaycees have responded to this call of their national organization by launching the Family Planning Project.

These three posters from Sri Lanka were designed for men working in urban areas and are based on the appeal of having enough money to meet family needs—or having a family size that can be afforded. Displayed at all the workplaces covered by the Colombo Jaycee's Family Planning Project, all three posters were printed in Sinhala, Tamil, and English. The translation of the poster on the right reads: "Plan Your Family to Suit Your Income." This same slogan was also printed on brochures with covers replicating the national currency. These brochures and other motivational information are being distributed to employees in their pay packets.

Major topics of the Seminar were:

- Employers Participation in Family Planning: Is it an Economic Necessity or Social Obligation
- Effect of Home Conditions on Worker Productivity
- Family Planning Facilities in Medium and Small Size Industrial Concerns in India
- Family Planning in Industry: The Japanese Experience
- Family Planning Education and Motivation in an Industrial Set-up
- How to Set Up Family Planning Facilities in a Business Concern

The Jaycees' Family Planning Project has been sponsored by the Associated Newspapers of Ceylon Limited, the Ceylon Tobacco Company Limited, and the Maharajah Organisation Limited. The Project has been publicized in a newspaper supplement compiled by the Colombo Jaycees and published in three languages (Sinhala, Tamil, and English) in newspapers having wide circulation in Sri Lanka.

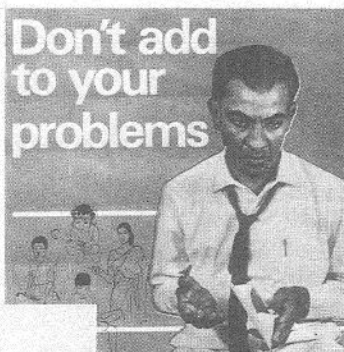
The following quotation was taken from one of the articles in this supplement and was written by the Project Chairman, T. C. Dharmagunaratne (Brooke Bond Ceylon Ltd., P. O. Box 107, Colombo, Sri Lanka).

"The industrial units in urban areas where concentration of population is high can play an effective role in propagating family planning. Workers in urban areas are already exposed to several influences pressing them towards a change in their usual attitudes and behavior patterns. They are faced with the stresses and strains of urban life, and exposure to mass communication media creates new needs and aspirations. In such circumstances a favourable situation is created for them to accept family planning as a way of life.

"Moreover, industrial workers are the pacesetters for rural folk. Mr. Osoka Metha, a former Central Government Minister for planning in India states: 'We must remember that industrial workers will continue to have intimate contact with people in rural areas. What they learn in the city, they will communicate to their friends and relations in the village. One of the most promising ways of spreading the message in the hinterland is to get the urban workers involved in the family planning programme.'

"Further, industrial and commercial establishments can have greater flexibility in formulating and implementing programmes and in evaluating and choosing alternatives than any bureaucratic entity. Bureaucracy in any country is of necessity slower than private initiative and enterprise. The leadership and resources that a family planning programme require so badly can be provided best by industrialists.

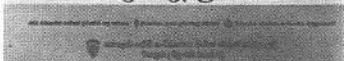
"The relationship between the home conditions of employees and their productivity is also important. . . . For industrialists, active participation in family planning is both an economic and social obligation."



**Don't add
to your
problems**



**පවුලේ සැලසුම කරන්න
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உங்கள் வருமானத்திற்கேற்ப
உங்களுக்குட்பட்டதைத்
கட்டுப்படுத்துங்கள்**



SID Forms Development Reference Service

Founded in 1965 by the OECD Development Centre, the Development Question-Answer Service has been transferred to the Development Reference Service of the Society for International Development (SID).

The new SID Service can furnish technical assistance to developing countries by responding to their requests for information on a great variety of economic and social problems relating to development. To do so, the Service calls on an international network of correspondents. Thus it plays the role of a clearinghouse for economic and social information.

For a "Request for Information" form, write to Maurice Domerque, 49, rue de la Glacière, 75013 Paris, France. This form shows how to place inquiries, which SID then handles entirely free of charge.

IEC NEWSLETTER Welcomes Stories from Readers

The IEC Newsletter is pleased to receive articles and/or photographs from its readers. Subject matter should primarily concern population IEC activities. Original material, not previously published elsewhere, is especially welcome.

All copy which is submitted for possible inclusion in the IEC Newsletter should be typed with double-spacing between the lines. Photographs will be retained by the Institute for its permanent files, unless otherwise requested. Manuscripts and other materials should be submitted to: Barbara Yount, Editor of the IEC Newsletter, in care of the Communication Institute.

Three New Family Planning Communication Films Available From UNESCO

A scene from a rural fair flashes on the cinema screen. Posters and pictures are shown as part of a family planning display. But there is something else: a group of folk dancers. Is this a rival attraction? Not so, according to *Folk Media*, one of three color films which UNESCO has recently brought out to illustrate different aspects of family planning communication.

According to UNESCO FEATURES, in order to bring about a change in fundamental attitudes, the folk media can be used where other means might fail. As the film commentary says, "few people can understand how 'magical talking and moving pictures' appear on the screen. . . . Few can identify with, feel at home in the city scene, the foreign film. Everyone can respond to programmes if they are a reflection of, and rooted in, the same traditions that people have known instinctively over the ages."

The film shows how the folk artist, who is one of the people, can be used to put across urgent information programs—particularly if, as the commentary says, the audience is not overloaded with the message and the performer is allowed to develop the theme in his own way. The film also shows how puppets, an ancient form of folk art, can achieve a degree of audience participation often impossible with film and can convey instruction, even criticism, which would be resented from a live performer.

How to make puppets from flour and water paste, paper, and yarn is demonstrated in another of the UNESCO films. Entitled *Low Cost Media*, it shows how to make pictures with the silk screen process, how to make and use flannelgraphs, "flip" books, and how to use these and other inexpensive visual aids to convey the message of family planning.

The third film, *Mass Media and Field Work*, demonstrates the methodology for the integrated use of mass media with field work. The operation of Iran's family planning communication project at Isfahan is shown as an example.

These three family planning communication films, *Folk Media*, *Low Cost Media*, and *Mass Media and Field Work*, are each 15 minutes long. The prices of these films are, respectively, US\$98.36, US\$95.61, US\$81.36. Copies can be obtained from K. B. Mathur, Department of Mass Communication, UNESCO, place de Fontenoy, 75 Paris-7^e, France.

Kenya Pretests "Theme of the Month" Campaign for WPY

1974 is World Population Year. Kenya, like many other countries, plans to launch an intensive motivational campaign to educate the nation on population issues and to encourage the use of family planning methods and services.

In preparation for the 1974 campaign, the Health Education Division (Ministry of Health, Nairobi) has prepared or commissioned a number of materials for pretesting. These include a calendar, films, and exhibitions—which are all linked to a "Theme of the Month" idea.

Based mainly on an appeal to the health of mothers and children, these themes are to be changed monthly and are intended to be simultaneously reinforced in all media. The Health Education Division has been concentrating on the pretesting of a calendar, several different 5-minute films, and approximately 50 exhibitions.

As early as 1971, it was decided that for pretesting purposes: 1) the calendar would have limited distribution in areas where medical services are readily available and where it could be easily tested for effectiveness; 2) a limited number of films would be produced and would be screened in the areas of calendar distribution; and 3) approximately fifty exhibits would be produced and mounted at key health centers in the same areas.

Based on the premise that normally a producer should not pretest its own materials, FAO's Programme for Better Family Living was asked to assist in designing and conducting some of the pretesting. The general objective of the pretesting is to determine the effectiveness of each component of the motivation campaign and of the total impact of the campaign.

Specific objectives related to the pretesting of the **calendar** are to determine: 1) the amount of attention and interest it arouses; 2) readability and comprehension; 3) its ability to stimulate discussion and argument; 4) whether recipients can identify the themes; 5) whether it illustrates and clarifies major family planning issues; 6) whether demand for the calendar is stimulated in non-recipients; 7) whether it is used by field workers as an educational tool; and 8) the most effective targets for the distribution of the calendar.

Specific objectives of pretesting the **films** are to determine: 1) audience understanding and credibility; 2) whether viewers can understand the themes; 3) their relevance to audience experience; 4) audience retention of the major concepts; 5) which potential audiences the films most efficiently reach; and 6) their ability to stimulate discussion.

In regard to pretesting the **exhibitions**, specific objectives are to determine: 1) effectiveness in drawing attention; 2) effectiveness in illustrating concepts; 3) clarity of design; 4) practicability and mobility; 5) ability to stimulate discussion; 6) use as an educational tool; 7) most effective placement.

Specific objectives of pretesting the **total campaign** are to determine: 1) effectiveness of inter-

This page from the pretest version of the calendar features February's "Theme of the Month" which is "Plan Your Family When You Plan Your Wedding." The themes in the calendar are reinforced each month by the different media, in particular, films and exhibitions. In addition, the provisional film script for the month of February builds upon the January story and picture theme which was "Family Planning Means: 'Healthy Families—Healthy Nation.'" In the January film script, the basic advantages of small families were compared with problems of large families. In the February script, the announcer describes the happiness of the newly married couple, named John and Mary, and says: "But there is a great deal more to getting married than just joy and fun. There is responsibility too." Flashbacks are then shown of both the small and large families featured in the January film. The an-



nouncer asks, "I wonder which kind of family John and Mary will have? It isn't a matter of luck, you know. They can choose for themselves."

relationship of components; 2) use by field workers; 3) the increase in awareness of themes and population/family planning; and 4) the relative effectiveness of each component.

For more information, write: Mr. I. P. Mwatete, Officer In-Charge, Health Education Division, Ministry of Health, P. O. Box 30562, Nairobi, Kenya. When available, results of this pretesting and evaluation will be reported in a subsequent issue of the *IEC Newsletter*.

New Program Involves Professional Development Associates at EWC



Over the last six months, a number of Asian and American educators have come to the Communication Institute to work as counterparts to Institute staff in the development of a series of professional development activities. These Professional Development Associates spend from two weeks to six months at the Institute, and carry out tasks such as development of professional study materials, planning and designing of conferences, and preparation of visual supporting materials. These participants also become involved in the implementation and evaluation of Institute projects.

To date, the following individuals have been Professional Development Associates of the Institute: Dr. James Echols, Consultant, HEW; Mr. Elwood B. Carter, Graduate student, University of Chicago; Mrs. Yvonne Lim Hsu, Taiwan Provincial Department of Health; and Mrs. Francine Hickerson, Private Consultant. Joining the Institute in the spring will be Mr. Iqbal Qureshi, formerly of the Pakistan National Family Planning Program and UNESCO. For more information, write to: John Middleton, Project Coordinator, in care of the Communication Institute.

CFSC Publishes Guide for National Action in Population IEC

In an attempt to bring together a single coherent statement of the major problems involved in population IEC and some possible solutions, the Community and Family Study Center (CFSC) of the University of Chicago has recently issued a new book. Edited by W. Bert Johnson, Frank Wilder, and Donald J. Bogue, the book is entitled **INFORMATION, EDUCATION AND COMMUNICATION IN POPULATION AND FAMILY PLANNING: A GUIDE FOR NATIONAL ACTION**.

According to the "Foreword" by W. Bert Johnson, "This report provides family planning programs and associated agencies with a summary analysis of the programs' massive assignment in public information and education. It is designed as a supplement to existing reviews and analyses of the other components of these programs—the medical, clinical, biological, sociological, and administrative elements. . . .

"This report is a symposium of views of representative specialist-advisors engaged in population communication and education services. Its formulation was initiated in December 1970 by a conference of these specialists, sponsored by the Community and Family Study Center and the East-West Communication Institute. . . . The conference concluded that a focused analysis respecting the information-education component of the program would be helpful to all engaged in family planning program activities."

This book defines IEC to include the dissemination of technical and promotional information to the public, stimulation of interest and participation by groups and individuals, provision of backup information and materials to clinic staffs and field work-

ers, and supplying feed-back information to program administrators relating to IEC matters. Also included are research and training. IEC responsibilities are partly educational, partly promotional, and partly informational with respect to family planning methods and local availability of sources of contraceptive supplies and services. Overall, the IEC aim is to enlist and maintain broad participation in family planning programs with the help of the mass media and formal and nonformal channels of communication.

Preparation of the book was funded by the United States Agency for International Development. Worldwide distribution of this volume without charge to selected organizations is being sponsored by the Community and Family Study Center (The University of Chicago, 1126 East 59th Street, Chicago, Illinois, 60637 U.S.A.).

This low-cost bookmark is produced by the Memphis Planned Parenthood Association (9 North 2nd Street, Memphis, Tennessee 37917 U.S.A.) to inform the community about local family planning services. The bookmark also bears the advertising message of the U.S. Planned Parenthood campaign: "There's only one reason to have a baby." The bookmarks are distributed in a wide variety of places. Libraries have already distributed 10,000, and orders are increasing. Several local factories and businesses have distributed them to employees in paycheck envelopes. In addition, posters carry the bookmarks in display pockets so that people will help themselves.



UNFPA Issues Monthly "Dossier" for WPY

During 1973, the UNFPA (United Nations Fund for Population Activities) began the publication of "Dossier," a monthly population news service intended primarily for newspapers, magazines, television, and radio. Basically, it contains information, items, and announcements on population and population-related issues for dissemination through the media. For example, a recent issue of "Dossier" included:

- "Census-taking is not Easy"—a paper on the problems of census-taking throughout the world.
- "Recognizing 'Population Problems' in Development Plans"—a paper on the variety of attitudes among nations concerning population problems and policies.
- "So you think you know all about population?"—a series of multi-

ple choice questions on the facts, theories, and techniques of population study. Answers are given in explanatory form, bringing out a number of subsidiary considerations.

- "Family Planning in Latin America"—a brief history and analysis of family planning programs.
- "India's Population Programs Backslide"—a paper on India's continuing problem of uncontrolled births.
- "The Satisfaction and Costs of Having Children"—a paper examining the choice couples have today: whether or not to have children.
- "Population Programmes Around the world".

1) *Kenya*—a paper on geography, vital statistics, family planning and background information on Kenya, including a look toward the future of family planning in Kenya;

2) *Turkey*—a paper on population and family planning in Turkey, with an assessment of Turkey's development.

- "Quotes on Population"—facts, projections, and opinions from many sources: to promote thought and discussion and to advance knowledge of population trends.
- "Youth and Population"—the Report of the Working Party on Youth and Population (Turin, Italy, July 1973).

"Dossier" now has a circulation of over 1,000, and is intended primarily for use by the mass media—newspapers, magazines, television, and radio. Thus, while "Dossier" is not intended to be for general distribution, readers who can make direct use of "Dossier" in their work with media should write to: WPY Secretariat, United Nations Fund for Population Activities, 485 Lexington Avenue, New York, New York 10017 U.S.A.

Visitors to the Institute's Projects in Population Communication

José Carlos, Head of Communication, Family Planning International Assistance, New York, New York, USA

Ellwood B. Carter, Jr., University of Chicago, Chicago, Illinois, USA

Donn Casey, Editor, Bibliography of Family Planning and Population, The Simon Population Trust, Cambridge, England

Loretta Chung, Public Health Advisor, USAID Mission/Philippines

B. Deolalikar, Operations Research Group, Ahmedabad, India

James Echols, Consultant, U.S. Information Service, Washington, D.C., USA

Oliver D. Finnegan, Consultant in Population, Manila, Philippines

Kaval Gulhati, Deputy Director, International Programs, Population Reference Bureau, Washington, D.C., USA

John P. Hummon, Deputy Director, USAID/Philippines

David Kline, Graduate School of Education, Harvard University, Cambridge, Massachusetts, USA

Marik Kromberg, Head, Family Welfare Centre, Garborne, Botswana

Anna D. Nowakowska, State Certified Midwife/Program Development Assistance Specialist, Family Planning International Assistance, New York, New York, USA

David O. Poindexter, Population Communication Center, New York, New York, USA

John Rhody, Consultant, Rockefeller Foundation

Guy Roppa, Field Advisor, IPPF Central Office, London, England

Samleplianbangchang, First Grade Medical Officer, Ministry of Public Health, Bangkok, Thailand

Mary-jane Snyder, Family Planning and IEC Consultant, Chicago, Illinois, USA

John Tabor, Associate Extension Professor, Development Administrators' Training Program, Institute of Public Service, University of Connecticut, Hartford, Connecticut, USA

Somboon Vacharotai, Deputy Under-Secretary, Ministry of Public Health, Bangkok, Thailand

Mercy A. Weerasuriya, Tutor, Public Health, Institute of Hygiene, Nagoda, Kalutara South, Sri Lanka

Gerald Winfield, Chief of AID Manpower and Institution's Division, Washington, D.C., USA

Unwanted Pregnancy is Topic of American TV Show

A popular U.S. situation comedy called "Maude" included pregnancy, abortion, and vasectomy as the themes of two weekly programs first shown during late 1972. The inclusion of such themes was made possible through the efforts of the Population Institute (100 Maryland Avenue, N.E., Washington, D.C. 20002 U.S.A.). During a series of meetings with TV personnel, staff of the Population Institute suggested that "the story lines of soap operas and situation comedies might show people having a concern for fertility control instead of perpetuating high fertility values." One of the Institute's aims was to make the TV industry aware of the ways in which its programming can affect people's attitudes toward population control.

Thus, CBS (Columbia Broadcasting System) agreed to incorporate family planning themes into the TV script for "Maude." During the first of these programs, Maude, a middle-aged housewife, discovered that she was pregnant. Both she and her husband at first assumed that the other wanted the baby. Later, they talked of ways to limit family size—including vasectomy, which Maude's husband considered. On the following program, Maude decided to have an abortion.

"Maude" is a national television program broadcast by more than 220 stations in the United States. During the two weeks that the vasectomy-abortion shows were aired, the ratings for the show jumped from the previous 37 percent of TV sets in use (15 million homes) to 40 percent (17,560,000 homes) during the first program, and to 42 percent (18,660,000 homes) during the second. These television ratings appear to be indicative both of the influence of popular situation comedies and of the attention generated by the discussions of family planning.

Nevertheless, the airing of these two shows was criticized heavily by anti-abortion organizations and by Roman Catholic leaders who conducted a nationwide campaign to halt

About the IEC Newsletter

This Newsletter is distributed on a bimonthly basis by the East-West Communication Institute to over 3,000 individuals and organizations in approximately 133 countries and territories. Material in this Newsletter may be reproduced without prior permission—provided attribution is given to the *IEC Newsletter*. The Newsletter also welcomes contributions of articles and/or photographs from its readers. Correspondence about the Newsletter, the Inventory-Analysis, and the professional development activities in population/family planning communication at the East-West Communication Institute should be directed to:

Assistant Director
Communication Institute
East-West Center
1777 East-West Road
Honolulu, Hawaii 96822 U.S.A.

later reshowings of "Maude" or to discourage advertisers from buying time on the show. As a result of this campaign during 1973, none of the six half-minute commercial spots was sold during the reshowing and approximately 40 of the TV stations which originally broadcast "Maude" refused to re-broadcast these two programs at all. CBS officials, however, continued to stand on their decision to show the two re-runs—and to pre-broadcast the following:

"Tonight's episode of 'Maude' was originally broadcast in November of 1972. Since it deals with 'Maude's Dilemma' as she contemplates the possibility of abortion, you may wish to refrain from watching it, if you believe the broadcast may disturb you or others in your family."

During the controversy, a spokesman for CBS stated: "CBS feels comedy and satire have always been used to treat a wide range of situations. If these segments were excluded it would impose restrictions on the creative process and hinder the development of television." Thus, while the network did not take an official position on the subject of abortion, it did show a respect for the rights and maturity of its viewers and for its own obligations to free speech.

The airing and re-runs of the "Maude" episodes are significant from a population standpoint, as well. While decisions by men and women to limit family size are taken on an individual basis, there seems little doubt that many such decisions are not made unless the idea of practicing family planning is accepted as being a part of the cultural life of the country. One vital way to dramatize and gain acceptance for vasectomy and abortion is to have them used as themes on a TV show which appears at prime time and goes into nearly 20 million homes across the nation.

Institute's Professional Development Schedule

The East-West Communication Institute will offer the following professional development opportunities in addition to those described elsewhere in this Newsletter. Regional conferences in Asia based on needs and interests identified through other professional development and research activities of the Institute will

be announced as they are scheduled.

Population Education International Conference — January 14-21, 1974; Manila, Philippines

First Modular IEC Program — February 25 — May 3, 1974

Second Population Education Workshop — September 1974